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TO: Dave Mackey, Karen Eisen DATE: July 28, 1986

FROM: Tom Saloun

SUBJECT: Validation of Select and Save Lists of Smokers

At present, three different mail approaches are to be used to collect smoker data for validating the Select and Save lists now on file. This validation process will begin as soon as is practicable. In fact, time constraints may also justify validating a portion of the lists via telephone.

One thousand names will be used for each approach's sample. This sample will be broken as follows:

	Per 1,000 names	
	Male	Female
33% Responder	50	285
33% Spouse	285	50
33% Other	200	130
	535	465

No household should be sent more than one validation questionnaire. In my opinion, relying on second-hand responses to validate second-hand responses would leave the validations open to unnecessary questions. Therefore, only the targeted household member should respond, and only about him/herself. In addition, all the names selected for this validation should be "clean;" i.e., none of the brand data should have had to be edited.

While the male/female ratios of the list will be carried through to these samples, the responder/spouse/other ratios will not. This is in order to gain reliability data of equal validity from each of the three latter correspondents. It is vital that we determine the accuracy (and therefore the utility) of data recorded under "spouse" and "other," relative to "self."

When the names are generated, we should also receive breakdowns, within each of the six components of each sample, of county size (A through D), and brand claimed on original questionnaire. Severe skews will be corrected, but those corrections can be made on an ad hoc basis.

Although there is no reason to suspect that the first of the two Select and Save lists is any more or less reliable than the second, it seems prudent to select approximately equally from both lists, if possible.

TS:lf
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Source: https://www.industrydocuments.ucsf.edu/docs/nxhj0004